

2022  
National  
Library Week

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Story Collection Campaign



Brown  
County  
**Library**  
*It's Yours.*

# Goal

To collect 100 Brown County Library stories to then be shared on social media, with donors, and be the focal point of library initiative campaigns.

We also wanted to encourage patrons by giving them an incentive to win Brown County Library logoed items.



# Marketing Materials

- Online Story Submission Form
- Paper Story Submission Form
- Eblasts via Constant Contact
- Social Media Posts
- Bookmarks
- Flyers with Designated Display Area
- Digital Monitors
- News Release
- Add in Local Community Newspaper

# WHAT'S YOUR STORY?

Everyone has a story to tell and we want to hear yours!

How has the Brown County Library impacted your life, big or small?  
Do you have a special memory to share?



Share your library story during National Library Week, April 3 to 9, 2022 and you will be entered into a random drawing to win Brown County Library swag!

By sharing your Brown County Library moments, you are helping to show how the library strengthens our community and our future!



Scan & Share  
Your Library Story



Your place for information, entertainment, community, and culture.

Central Library  
Ashwaubenon Branch  
Bookmobile  
Denmark Branch

East Branch  
Kraus Family Branch  
Pleasant Branch  
Southwest Branch

Weyers-Hillard Branch  
Wrightstown Branch  
browncountylibrary.org



# Online Story Submission Form

With our world being a digital space, we knew we needed to make our story submission form available online. Every email had a link to the online form, and our printed materials also included a QR Code for patrons to scan.

The online story submission form was also highlighted during National Library Week with a strategic location of being the first time on the homepage.

[Link to the Online Story Submission Form](#)

Website tile  
encouraging  
stories to be  
submitted



# Paper Story Submission Form

For those who would rather handwrite their story or do not have access to the digital form, we created a paper story submission form. They could be found at the checkout stations, front desk, and displays areas.

*What's Your Library Story?*

Share your library story during  
**National Library Week,  
April 3 to 9, 2022**  
and you will be entered into a random  
drawing to win Brown County Library swag.

By sharing your Brown County Library moments, you are helping to show how the library strengthens our community and our future!

Name: \_\_\_\_\_ Phone Number or Email: \_\_\_\_\_

**Your Brown County Library Story:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Thank you for sharing your story! Please give this form to a librarian.

**Ran out of space?  
Continue on the  
backside or scan and  
submit your story online!**



Can a librarian contact you for more information?  
 Yes  No

By submitting this form, you grant permission to the Brown County Library to use your story for public relation purposes and may be offered for publication.

 **Brown County Library**  
Your place for information, entertainment, community, and culture.

Central Library	East Branch	Waynesville Branch
Adamsville Branch	Walden Family Branch	Waynesville Branch
Waynesville	Polkville Branch	
Waynesville	Waynesville Branch	Waynesville Branch

# Emails

- First Email
  - Was sent the first day of the campaign
  - Open Rate 49.8%
  - Click Rate 1.3%
  - 50 + Stories submitted through online story form
- Second Email
  - Sent the day before the campaign ended
  - Open Rate 39.1%
  - Click Rate .5%



Browse & Borrow

Research &  
Learn

Locations &  
Hours

Attend an Event

Donate

What's Your  
Library Story?

**Everyone has a story to tell and we want to hear yours!**

How has the Brown County Library impacted your life, big or small? Do you have a special memory to share? No matter the size of the impact, the library wants to hear from you to celebrate how important the library is. By sharing these moments, you are helping to showcase how the library strengthens not only the community but also the future.


Share your library story during National Library Week, April 3 to 9, 2022 and you will be entered into a random drawing to win Brown County Library swag! Winners will be contacted the week of April 11, 2022.

Share Your Story Now!

More information about the Brown County Library and other events by visiting  
[www.browncountylibrary.org](http://www.browncountylibrary.org)



# Social Media Posts

 **Brown County Library**  
Published by Mary Gracyalny Krauss · March 29 at 11:00 AM · 🌐

National Library Week begins on Sunday and to celebrate we want to hear from you!


Starting April 3, 2022, we will be collecting your Brown County Library stories. By sharing your Brown County Library moments, you are helping to show how libraries strengthen our community and our future!

Each Brown County Library story that we receive during National Library Week (April 3-9, 2022) will be entered into a random drawing for library swag!

[#BCLibraryStory](#) [#MyLibraryStory](#) [#BCLibraryItsYours](#)



 **Brown County Library**  
*It's Yours.*

 **Brown County Library**  
Published by Terra Fewless · April 2 at 1:00 PM · 🌐

National Library Week kicks off tomorrow!

To celebrate we want to hear how the Brown County Library has made an impact in your life, big or small. Share your story with us starting tomorrow for a chance to be entered into a random drawing for Brown County Library swag!

[#BCLibraryStory](#) [#MyLibraryStory](#) [#BCLibraryItsYours](#)



**Connect**

**WITH**

**YOUR LIBRARY**

 **Brown County Library**  
*It's Yours.*

**NATIONAL LIBRARY WEEK 2022**

ALA American Library Association

 **Brown County Library**  
Published by Terra Fewless · April 3 at 9:00 AM · 🌐

How has the Brown County Library impacted your life? We want to hear from you.

Visit our website and click on the "What's Your Story" tile, share your story below, or send your story to us in a private message.

Each Brown County Library story that we receive during National Library Week (April 3-9, 2022) will be entered into a random drawing for library swag! [#BCLibraryStory](#) [#MyLibraryStory](#) [#BCLibraryItsYours](#)



**Share Your Library Story**

 **Brown County Library**  
*It's Yours.*



# Social Media Posts

 **Brown County Library**  
Published by Terra Fewless · April 7 at 1:00 PM · 🌐

Tell us your Brown County Library Story!


Do you have a special Brown County Library moment or a fun story about visiting the library? If so, share it with us in the comments below, in a private message, or visit our website and click on the "What's Your Story" tile. We would love to hear from you!

Each Brown County Library story that we receive during National Library Week (April 3-9, 2022) will be entered into a random drawing for library swag! [#BCLibraryStory](#) [#MyLibraryStory](#) [#BCLibraryItsYours](#)



 **Brown County Library**  
*It's Yours.*



 **Brown County Library**  
Published by Terra Fewless · April 9 at 9:00 AM · 🌐


Hurry!

Today is the last day of [#NationalLibraryWeek](#) and the last day to submit your Brown County Library story for the giveaway!


Visit our website and click on the "What's Your Story" tile, share your story below, or send your story to us in a private message.


Every story submitted today will be entered into a random drawing for library swag!

[#BCLibraryStory](#) [#MyLibraryStory](#) [#BCLibraryItsYours](#)



**HURRY!  
HURRY!  
HURRY!**

 **Brown County Library**  
*It's Yours.*



 **Brown County Library**  
Published by Terra Fewless · April 5 at 8:00 AM · 🌐

Everyone has a story to tell and this year for National Library Week, we're collecting yours!

Share how the Brown County Library has made an impact on your life and you will be entered into a random drawing. Visit our website and click on the "What's Your Story" tile, share your story below, or send your story to us in a private message.

[#BCLibraryStory](#) [#MyLibraryStory](#) [#BCLibraryItsYours](#)



**Win  
Library  
Swag!**





# Facebook Cover Photo

 **Brown County Library** updated their cover photo.  
Published by Mary Gracyalny Krauss · April 2 at 3:44 PM

**NATIONAL LIBRARY WEEK** ★★★

**APRIL 3-9, 2022**

"Libraries are places where communities connect—to things like broadband, computers, programs and classes, books, movies, video games, and more. But most importantly, libraries connect us to each other."

**MOLLY SHANNON**  
NATIONAL LIBRARY WEEK AMBASSADOR  
-CHIEF

**CONNECT WITH YOUR LIBRARY**

  **LIBRARIES TRANSFORM**

# Social Media Results

- Six Facebook and Six Instagram News Feed Posts and
- The Facebook cover photo was also updated for the week
- Total Engagement for Facebook: 321
- Total Engagement for Instagram: 68
- Total Reach for Facebook: 9,580
- Total Reach for Instagram: 1,295

# Bookmarks

Bookmarks were created to be placed in holds, used in the displays, and available at the checkout kiosks and circulation desks. Bookmarks are two-sided and will be used to collect more stories even though the campaign has ended.

*What's Your Library Story?*

By sharing your Brown County Library moments, you are helping to show how the library strengthens our community and our future!



**How to share your story?**

- Scan the QR Code
- Fill out the reverse side
- Talk to a librarian



*What's Your Library Story?*

Name: \_\_\_\_\_

Phone Number or Email: \_\_\_\_\_

Your Brown County Library Story: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Can a librarian contact you for more information?

Yes  No

By submitting this form, you grant permission to the Brown County Library to use your story for public relation purposes and may be offered for publication.

**Ran out of space? Scan and submit your story online!**



# Flyers

Three different flyers were created to post around the 9 Brown County Library branches.

What's Your Library Story?

Share your library story during **National Library Week, April 3 to 9, 2022** and you will be entered into a random drawing to win Brown County Library swag!

How has the Brown County Library impacted your life, big or small? Do you have a special memory to share?

By sharing your Brown County Library moments, you are helping to show how the library strengthens our community and our future!

Submit your story online or fill out a Library Story form. Ask a librarian for more details!



Scan & Share Your Library Story



WHAT'S YOUR STORY?

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Submit your story online or fill out a Library Story form. Ask a librarian for more details!



Scan & Share Your Library Story



# Digital Monitors

Five of our nine branches added a slide to their digital monitors during National Library Week to help promote collecting stories.

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Library Story?*

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April 3 to 9, 2022**

and you will be entered into a  
random drawing to win  
Brow County Library swag.

How has the Brown County Library impacted your life, big or small?

Do you have a special memory to share?

**We want to hear from you!**



Scan and submit  
your story online  
or fill out a Library  
Story form!

# News Release

A news release was sent to our local and regional radio and tv stations, and newspapers. This helped to add the event to community calendars and spread awareness.



"Your place for information, entertainment, community and culture."

515 Pine Street  
Green Bay, WI 54301

920.448.4400  
browncountylibrary.org



## News Release

FOR IMMEDIATE RELEASE

Contact: Molly Schroeder  
Marketing Specialist  
(920) 448-5805

[molly.schroeder@browncountywi.gov](mailto:molly.schroeder@browncountywi.gov)

March 31, 2022

### Celebrate National Library Week April 3 to 9, 2022

Share how the Brown County Library has impacted lives.

GREEN BAY, WISCONSIN - As the famous author, Ray Bradbury stated, "Without libraries what have we? We have no past and no future."

The Brown County Library is asking the community to celebrate National Library Week by sharing their library stories. All library stories submitted **Sunday, April 3 to Saturday, April 9, 2022**, will be entered into a random drawing to win Brown County Library swag, and of course books!

How has the Brown County Library impacted the lives of those in the community? No matter the size of the impact, the library wants to hear from its patrons to celebrate how important the library is. By sharing these moments, patrons are showcasing how the library strengthens not only the Green Bay community but also the future.

Library stories can be submitted in person at any Brown County Library location or online at [BrownCountyLibrary.org/bcl-story](https://www.browncountylibrary.org/bcl-story).

Stay current with library news and information by connecting with the library on Facebook, Instagram, and YouTube, visiting [www.BrownCountyLibrary.org](https://www.browncountylibrary.org) or by calling (920) 448-4400.

###

Information flyer attached

# Newspaper Ad

An eighth-page ad was placed in the Green Bay City Pages Newspaper, a local art and entertainment-focused free newspaper.



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**National Library Week,  
April 3 to 9, 2022**  
and you will be entered into  
a random drawing to win  
Brown County Library swag.

Scan &  
Share Your  
Library Story  
or Pickup a Form  
at any Brown  
County Library.

By sharing your Brown County  
Library moments, you are  
helping to show how libraries  
strengthen our community and  
our future!

Brown  
County  
Library

# Results

We collected **116 Brown County Library stories**. Most of the stories were submitted through the online submission form. Three random winners were picked and received a Brown County Library logoed tote bag and coffee cup.

We are excited to start sharing these moving stories with our community. Our National Library Week story collection campaign was the most successful story collection campaign we have had so far, and we will use this as a building block for upcoming campaigns.

